



WORKSHOP DESCRIPTIONS *(Subject to change)*

<u>TIME</u>	<u>SESSION</u>
9:00 – 10:00	<p>Opening Session: Flashes of Inspiration</p> <p>Giuliana Serena (Host), The Bee // True Stories from the Hive Rebecca Chavez-Houck, Aspira Public Affairs, LLC – <i>Think Outside the Checkbox</i> Jerry Rapier, Plan-B Theatre – <i>Theatre Artists of Color</i> Kirsten Darrington, Salt Lake County Zoo, Arts and Parks – <i>Taking the First Step, Self-Evaluation</i> Jenn Waterhouse, Salt Lake County Zoo, Arts and Parks – <i>Taking the First Step, Self-Evaluation</i> Emily Cebrowski, University of Utah – <i>Making Sense of Archeology</i> Libby Haslam, Studio LP – <i>801 Creative Women</i> Virginia Pearce, Utah Film Commission – <i>801 Creative Women</i> Shelly Cordova, Ballet West – <i>Forward Steps</i> Amir Jackson, Nurture the Creative Mind – <i>Five</i> Ryan Bell, Next Ensemble – <i>Five</i> Gabriel Gordon, Next Ensemble – <i>Five</i></p> <p>We are starting the day by showcasing exciting work that is happening throughout the state in inclusion, diversity, equity and access. The ideas and programming explored by these innovative leaders advance programming, communities, relationships, and cultural connections. Come listen to, and be inspired by, your creative peers.</p>
10:20 – 11:30 <i>Concurrent Sessions</i>	<p>Hands-On Art Making Session: Mata Ortiz Pottery <i>(Part 1)</i></p> <p>Ana Brooks – <i>Artist</i> Alejandro Gonzales – <i>Artist</i> Elda Hernandez – <i>Artist</i> Gloria Hernandez – <i>Artist</i> Noemi Hernandez-Balcazar – <i>Fine Arts & Dance Coordinator, Granite School District</i></p> <p>Join a group of talented artists who will share their skills in creating Mata Ortiz style pottery. They will teach traditional hand-building techniques of an ancient art form demonstrating the precision of their skills, the simplicity of their handmade tools, the power of their creativity and their humble and gracious personalities. All supplies will be provided and detailed instruction given so that participants can leave with their own piece of pottery. Please note - This is a 2 part session.</p>

<u>TIME</u>	<u>SESSION</u>
10:20 – 11:30 <i>Concurrent Sessions</i>	<p>Conflict Management</p> <p>Gary Vickrey – <i>Industrial and Organizational Psychology Practitioner, Tanner LLC</i></p> <p>In his book on conflict management, Daniel Dana states “80% of a leader’s day, week, or year is spent in direct conflict resolution with others.” Does that sound too high? Too low? In this session we will discuss how to get to the root cause of conflict and discuss and use practical tools to resolve conflict between ourselves and another person, between two others, or in groups. Each person will work to understand their default style in addressing conflict and how that helps or hinders their success.</p> <p>Classic Works in Modern Times</p> <p>Olivia Custodio – <i>Director of Individual Giving, Utah Symphony Utah Opera</i> Gretchen Dietrich – <i>Executive Director, Utah Museum of Fine Arts</i> Adam Sklute – <i>Artistic Director, Ballet West</i> Brian Vaughn – <i>Artistic Director, Utah Shakespeare Festival</i></p> <p>How does a cultural organization respectfully produce Taming of the Shrew or Othello or Madame Butterfly in our "woke" time. How do you continue to produce traditional work without perpetuating stereotypes? Come listen to some of Utah's cultural leaders talk through decision making, season planning, casting, etc. with inclusion, diversity, equity and access in mind.</p> <p>Unlocking a Vibrant New Perspective: Mindfulness for the Arts</p> <p>Anna Smyth – <i>Managing Director, Mindfulness Utah</i></p> <p>Research has shown that mindfulness enhances mental clarity, creativity, focus and attention to detail in addition to reducing stress and stress-related illness. These benefits are all highly applicable within the arts--for educators, administrators, legislators and artists alike. In this session, we’ll explore what mindfulness is, both through a discussion of its meaning and supporting research as well as through trying out some simple mindfulness practices easily applied within any personal or professional setting.</p> <p>Rabbit Holes - Professionally Creating your Brand Story and Multiplying your Marketing Effort <i>(Session repeats at 3pm)</i></p> <p>Sarina Ehrgott – <i>Director of Marketing & Brand, Utah Department of Heritage & Arts</i> Josh Loftin – <i>Public Information Officer, Utah Department of Heritage & Arts</i></p> <p>We’ve all tumbled down an online rabbit hole. One bit of information leads to a story, then a video, to social media - wildly chasing our curiosity as we hop around the Internet. Much like a maze of critter tunnels, linear marketing no longer applies. You have to appeal to your audience no matter their point of engagement with your brand. In this workshop session, you will learn basic concepts and strategy behind content marketing. You will also learn WTF (what the fur) a "brand story" is and how to create one professionally. Finally, we will identify promotion methods that make sense for your story and formulate a scalable content marketing plan.</p>

<u>TIME</u>	<u>SESSION</u>
11:50 – 1:00 <i>Concurrent Sessions</i>	<p>Hands-On Art Making Session: Mata Ortiz Pottery (<i>Part 2</i>)</p> <p>Ana Brooks – Artist Alejandro Gonzales – Artist Elda Hernandez – Artist Gloria Hernandez – Artist Noemi Hernandez-Balcazar – Fine Arts & Dance Coordinator, Granite School District</p> <p>Second part of the Mata Ortiz Pottery making workshop.</p> <p>The ED as the HR Department: Personnel Management for Nonprofits</p> <p>Laura Brown – <i>Executive Director, Moab Music Festival</i> Bryce King – Recreation & Leisure Services Director, Hurricane City Recreation</p> <p>People remain an organization's greatest expense but also their greatest asset. It's people that make an organization successful not its products or services. In this session, learn about important HR resources and how to craft an employee manual so it is a resource for you and your staff. This presentation will also feature keys to developing a successful performance management program for your organization.</p> <p>How do I Get to “The Good Place?” Exploring Space and Place for Arts Organizations and Audiences</p> <p>Josh Stavros – <i>Associate Director of Arts Administration, Southern Utah University</i></p> <p>Where is your “place?” Is where you create art the same space every time? How much does it matter in what space your art is created/presented? Is it the same to you as it is to your audience? This session will examine the idea of space, or place, in the arts. We will discuss the sociological theory of the "Third Place", the place other than our workplace or home, and its importance and impact on individual and collective culture. We will discuss examples and traits of third places, and discuss ways to make our organizations and venues potential third places. We will also explore how other arts organizations like Sackerson, based in Salt Lake City utilize space and how “place” can be fluid and malleable. How do you make a place yours, and perhaps more importantly, how does your audience react to and engage in your places?</p> <p>Making Your Values Visible: Exploring the Connection Between Diversity, Inclusion and Equity, and Transformational Change</p> <p>Chrissy Deal – <i>Manager, Multicultural Initiatives, WESTAF / Western States Arts Federation</i> Amir Jackson – <i>Founder, Nurture the Creative Mind</i></p> <p>When organizations, and the individuals who comprise them, make a conscious choice to reflect on their mission and how it is achieved, a whole host of possibilities open up. Join Chrissy and Amir for an interactive discussion about the benefits of creating an environment for introspection and personal growth and its relationship to building a more effective organization.</p>

<u>TIME</u>	<u>SESSION</u>
11:50 – 1:00 <i>Concurrent Sessions</i>	<p>Capturing Life Through a Creative Lens</p> <p>Kate MacLeod – <i>Musician, Composer, Music Instructor</i></p> <p>How can art reflect and record our culture? Whether you are a professional artist or a closet doodler, the act of creating allows us to connect with important feelings and emotions. Kate MacLeod will lead this interactive session to foster the potential for using creativity to make connections with ourselves and our community. Kate's career as a composer has grown from her desire to record history, stories, the natural world, and personal experience within musical formats. Whether in a poem, song, drawing, painting, or writing of any kind, this session will explore how to bring to light everyday opportunities that we have to strengthen our community connections, record our culture, and bring to life personal experiences through art.</p>
1:45 – 2:45 <i>Keynote Address</i>	<p>Keynote - Power of Personal Story or How the Aoki Clan Got to Salt Lake</p> <p>Brenda Wong Aoki – <i>Playwright, Performer, Storyteller</i></p> <p>Haunted by her ancestors, mistaken for a Ninja, screamed at for being a foreigner Japanese-Chinese-Spanish-Scots American and Salt Lake City born Brenda Wong Aoki shares stories from her 42 years performing around the world and in the heartlands of America. Showing us that art connects hearts and knowing your own story can change your future. With special guest appearance by Emmy Award winning composer, Mark Izu, her husband.</p>
3:00 – 4:15 <i>Concurrent Sessions</i>	<p>Story as Medicine</p> <p>Mark Izu – <i>Composer / Musician</i> Edith Mitko – <i>(Retired) Director, Office of Asian Affairs</i> Ellen Weist – <i>Visiting Writer, Utah Department of Heritage & Arts</i> Brenda Wong Aoki – <i>Playwright, Performer, Storyteller</i></p> <p>The passing on of stories has always been vital to historical and cultural understanding of communities. But there is also a deeper purpose to creating and sharing stories and that is a place of healing. Join our keynote speaker Brenda Wong Aoki in a moderated discussion that will continue the discussions about story, self awareness, and the larger lessons that come from that understanding.</p> <p>Fundraising: Evaluation? Yes You Can!</p> <p>Laurel Cannon Alder – <i>Grants Manager, Utah Arts & Museums</i> Angela Brown – <i>Publisher, SLUG Magazine; Executive Director, Craft Lake City</i> Kimi Kawashima – <i>Assistant Director of Music, Westminster College</i> Katie Lee-Koven – <i>Executive Director, Nora Eccles Harrison Museum of Art</i> LaDawn Stoddard – <i>Director, UServeUtah</i></p> <p>Why do funders want to know what you are evaluating? What does it matter? Aren't you just busy putting out fires? This panel discussion will explore why evaluation matters, and how it can help you be more effective in accomplishing your mission. Panelists will also discuss how to use numbers to tell the story of your work in a more convincing manner.</p>

TIME

SESSION

3:00 – 4:15
Concurrent
Sessions

Local Arts Agency Summit: Unique Models and Successful Programs

Cheryl Cox – *President, Boulder Arts Council*

Teri Cowan – *Director of Marketing and Development, Davis Arts Council*

Tracy Hansford – *Community Arts, Utah Arts & Museums*

Pat Hill – *Grants Manager, Cedar City Arts Council*

Marci Milligan – *President, Board of Director, Entrada Institute*

Dianne Oberhansly – *Board Member, Boulder Arts Council*

Over 50 local arts agencies provide arts programming in municipalities across the state- serving towns of 200 to cities of thousands that identify needs of their community. Representatives from Local Arts Agencies (City & County Arts Councils, Boards & Commissions) will present successful models and programs they have used in their communities. Boulder Arts Council and Entrada Institute will discuss how they serve their rural communities. Cedar City Arts Council will describe their membership model and granting program. Davis Arts Council will highlight their Senior Stages program which features entertainment written specifically for senior citizens. *Intended for representatives of LAAs, but all welcome.*

Rabbit Holes - Professionally Creating your Brand Story and Multiplying your Marketing Effort (Repeat session from 10:20 a.m.)

Sarina Ehrgott – *Director of Marketing & Brand, Utah Department of Heritage & Arts*

Josh Loftin – *Public Information Officer, Utah Department of Heritage & Arts*

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